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Books on Merchandise and Salesmanship

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Chamber of Commerce

Champaign, Illinois.

Today, Retail Distribution is passing out of the "hit or miss" "take a chance" period, and is becoming a definite common sense science, with positive laws and principles.

Modern Merchandising embraces a variety of subjects that must be mastered before we can qualify as competent distributors, such subjects as manufacturing, commerce, economics, mathematics, psychology, sociology, ethics, geography, logic, rhetoric, art, history and many other subjects of equal importance.

The far reaching educational possibilities of a well planned reading course in Retail Merchandising, is only limited by a lack of knowing where to secure the proper books. The books listed in this catalog, are only a small part of the material available for the study of Retail Selling and Store Management, but they represent a thorough, careful, experienced selection, and contain the very best information so far recorded on Merchandise and Salesmanship.

The Chamber of Commerce wishes to thank Miss Kratz for her painstaking effort in compiling this list of books on Merchandise and Salesmanship, and we hope the Retail Merchants and the Salespeople of Champaign will appreciate this effort by making use of these books.

HUGH G. CORBETT,
Managing Secreary.

November 20, 1919.

SUBJECTS COVERED

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"The things I want to know are in books."

—Abraham Lincoln.

Accounting and Bookkeeping

Modern Business—v. 9.....	<i>Johnson</i>
Bookkeeping and Accounting.....	<i>Klein</i>
Principles of Accounting.....	<i>Paton</i>
Bookkeeping and Accountancy.....	<i>Rowe</i>
Farm Accounting.....	<i>Scoville</i>
Household Accounting.....	<i>Shaeffer</i>
Accounting and Office Methods..	<i>Shaw Pub. Co.</i>

Advertising

Church Advertising.....	<i>Ashley</i>
Advertising as a Business Force....	<i>Charrington</i>
Typography of Advertising.....	<i>Farrar</i>
Art and Science of Advertising.....	<i>French</i>
Modern Business—v. 6 and 13.....	<i>Johnson</i>
Advertising, Selling the Consumer.....	<i>Mahin</i>
Advertising.....	<i>Shaw Co.</i>
Advertising, its Principles and Practice....	
.....	<i>Tucker, Hotchiss, Hollingworth</i>

Basketry

Practical Basketry.....	<i>Gill</i>
Practical and Artistic Basketry.....	<i>Tinsley</i>

Business Correspondence and Collection

Method

Art of Collecting.....	<i>Cassell</i>
How to do Business by Letter.....	<i>Cody</i>
Effective Business Letters.....	<i>Gardner</i>
New Collection Methods.....	<i>Gardner</i>
Modern Business—v. 12.....	<i>Johnson</i>
Automatic Letter Writer.....	<i>Shaw Co.</i>
Business Correspondence.....	<i>Shaw Co.</i>
Sales Correspondence.....	<i>Shaw Co.</i>

China and Glassware

Pottery and Porcelain of the U. S.....	<i>Barber</i>
Story of the Potter.....	<i>Binns</i>
Porcelain	<i>Dillon</i>
China Collecting in America.....	<i>Earle</i>
The Lure of the Antique.....	<i>Dyer</i>
Pottery and Porcelain.....	<i>Elliott</i>
How to Identify Old China.....	<i>Hodgson</i>
Industrial Arts in Spain.....	<i>Riano</i>
Les Cartons de la Manufacture Nationale de Sèvres.....	<i>Sandier</i>
Wonders of Glass Making in all Ages.....	
.....	<i>Sauzay</i>
Art Work in Porcelain.....	<i>Wheatley</i>

Color, Design, Lettering, Show Card Writing

"Show at" Sho' Cards.....	<i>Atkinson</i>
Designs in Theory and Practice....	<i>Batchelder</i>
Principles of Design.....	<i>Batchelder</i>
Lessons on Form.....	<i>Blunck</i>
Letters and Lettering.....	<i>Brown</i>
Alphabets, Old and New.....	<i>Day</i>
Essentials of Lettering.....	<i>French</i>
Historic Ornament.....	
.....	<i>International Library of Technology</i>
Handbook of Ornament.....	<i>Meyer</i>

Efficiency

How to Live on 24 Hours a Day.....	<i>Bennett</i>
Mental Efficiency.....	<i>Bennett</i>
Economics of Business.....	<i>Brisco</i>

Industrial Leadership.....	<i>Gantt</i>
Developing Executive Ability.....	<i>Gowin</i>
Scientific Management and Labor.....	<i>Hoxie</i>
Hiring the Worker.....	<i>Kelley</i>
Book of Thrift.....	<i>McGregor</i>
Psychology and Industrial Efficiency.....	
.....	<i>Munsterberg</i>
Business Administration.....	<i>Parsons</i>
Industrial Organization.....	<i>Shaw Co.</i>

Engraving, Printing

Invention of Printing.....	<i>DeVinne</i>
Chats on Japanese Prints.....	<i>Ficke</i>
Chats on Old Prints.....	<i>Hayden</i>
Golden Art of Engraving.....	<i>Keppel</i>
Books and their Makers.....	<i>Putnam</i>
Lectures on Engraving.....	<i>Ruskin</i>
Proof-reading and Punctuation.....	<i>Smith</i>

Furniture and House Furnishings

Practical Book of Period Furniture....	<i>Eberlein</i>
Homes and their Decoration.....	<i>French</i>
House Dignified.....	<i>French</i>
Furniture Making.....	<i>Griffith</i>
Decoration and Furnishing of Apartments	
.....	<i>Herts</i>
How to Select Furnishings for the Home	
.....	<i>Jackson</i>
Furniture Upholstery for Schools.....	<i>Johnson</i>
Colonial Furniture in America.....	<i>Lockwood</i>
Furniture Designing and Draughting.....	<i>Nye</i>
Interior Decoration.....	<i>Rolfe</i>

Studio Year Books.....
Craftsman Homes.....*Stuckey*

Jewelry and Metal Work

Arts and Crafts for Amateurs.....*Miller*
Art Work in Gold and Silver—Mediaeval
..... *Wheatley*
Art Work in Gold and Silver—Modern
..... *Wheatley*

Laces, Embroideries and Art Needlework

Arts and Crafts for Amateurs.....*Miller*
Priscilla Fancy Work Library.....
Quilts *Webster*
Development of Embroidery in America
..... *Wheeler*

Leather Work

Le Cuir.....*Raymond*
Decoration of Leather.....*Recy*
Great American Industries (Manufac-
tures) *Rocheleau*

Optics

Wonder of Optics.....*Marion*
On Light.....*Stokes*
Six Lectures on Light.....*Tyndall*

Oriental Rugs

How to Know Oriental Rugs.....*Langton*
Oriental Rugs.....*Mumford*

Retailing

Retal Credits and Collection.....*Beebe*
Retail Buying.....*Field*

Retail Selling.....	<i>Fiske</i>
Making More Money in Storekeeping.....	
.....	<i>Hotchkiss</i>
Economics of Retailing.....	<i>Nystrom</i>
Keeping up With Rising Costs.....	<i>Sammons</i>
Dawson Black, Retail Merchant.....	<i>Whitehead</i>

Salesmanship

Retail Selling.....	Prince
Modern Business—v. 7.....	Johnson
Retail Selling.....	Norton
Salesmanship and Store Management..	Nystrom
Retail Selling.....	Prince
Influencing Men in Business.....	Scott
Salesmanship and Sales Management.....	
.....	Shaw Co.
Students Business Book Series.....	
Principles of Salesmanship.....	Whitehead
Retail Shoe Salesman's Guide.....	Evans

Textiles

Dyeing in Germany and America.....	<i>Higgins</i>
Dyes and Dyeing.....	<i>Pellew</i>
Sewing and Textiles.....	<i>Turner</i>
Cotton Production and Distribution.....	
.....	<i>U. S. Census</i>
Story of Textiles.....	<i>Walton</i>
Textiles.....	<i>Nystrom</i>

Wall Papers and House Decoration

House in Good Taste.....*DeWolfe*
Homes and their Decoration.....*French*

How to Select Furnishings for the Home
..... *Jackson*
House Painting, Paper Hanging, etc.....*Sabin*

Window Dressing

Koester School Book of Drapes.....*Cowan*
Display Window Lighting.....*Godinez*
Art of Decorating Show Windows and
Interiors*Tracy*

Miscellaneous

Graphic Methods for Presenting Facts....
..... *Brinton*
Saleswomen in Mercantile Stores.....*Butler*
Indexing and Filing.....*Hudders*
Department Store Education.....*Norton*
(U. S. Bureau of Education, Bul. No. 9.)
The Educational Director.....*Kennard*

To merchants who wish to conduct classes in sales service, we would recommend the use of Miss Helen Rich Norton's text book, Retail Selling.

LIST NEW BOOKS HERE

Printed under the Direction of the
RETAIL TRADES BUREAU
of the CHAMBER OF COMMERCE

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